



919-741-5000  
Winston-Salem, N.C. 27102

SM-177-G

September 30, 1993

TO: All Division/District and Military Sales Managers

SUBJECT: Military Sales Manual Revisions

Enclosed find revised page 5 (Rev. 9/93) and Defense Commissary Agency Memorandum for Section E of the "Military Sales Manual." The current Section E pages 5 and 6 (Rev 7/92) should be discarded.

Place the attached memorandum from Defense Commissary Agency after page E5. **DO NOT** remove the Defense Commissary Agency Memorandum dated 24 June 1992.

Remove the seven DeCA region plan-o-gram in Section E dated March 1992. The revised plan-o-gram will be sent to you when they become available.

The "PRICE VALUE-DISTRIBUTION INCENTIVE OFFER" (PLAN MDI) has been discontinued. Please remove this plan in Section J of the Military Shelf Contracts.

Provide this information to all personnel with Commissary accounts. If you have no Commissaries in your division, add the new pages and remove pages as indicated to your manual and treat as information.

Program Contract: Ralph C. Gaillard ext. 2614

R. J. REYNOLDS TOBACCO COMPANY

J-4

Attachments

"We work for smokers."

## 10. Merchandising

RJRT Military Commissary Carton Shelf Display Plan (Branded) "V", Military Commissary Carton Shelf Display Plan (Priced Value) "V" have been negotiated and approved by DeCA Headquarters, Ft. Lee, Virginia. For convenience, the next pages include bulletins and plan-o-grams announcing the program from DeCA.

### Guidelines

Local negotiations and signing of contracts is not required. Allocations of space cannot be re-negotiated locally. Quarterly payments are made to Headquarters.

Each commissary complying with our contracts must have two plans listed in the S.I.S./one plan for "Branded," one plan for "Priced Value". Please ensure these plans are listed for each commissary self-servicing cigarettes.

One of our competitors is providing a new roll-down door security fixture. We will make payment on these fixtures as long as no advertising from any tobacco company is allowed. We also allow payment on commissary owned, and any other fixturing complying with our contract requirements and no advertising.

See Section "J" for Military Commissary Contracts Reference.

Payment is made to DeCA Headquarters, Ft. Lee, Virginia. Local payments are not authorized

-E5-

Rev. 9/93

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